


# MEMO

**DATE:** January 10, 2006

**TO:** Administration Committee  
Regional Council

**FROM:** Lambertus H. Becker, CFO (213) 236-1804  
Email: becker@scag.ca.gov 

**SUBJECT:** Contracts and Purchase Orders between \$5,000 - \$250,000

---

## SUMMARY:

### SCAG executed the following Contracts between \$5,000 and \$250,000

- Vanasse Hangen Brustlin, Inc. \$50,000.00  
Expert Review on Travel Demand Model  
Funding Source: TDA
- Urban Crossroads \$64,970.00  
Vision Coachella Valley Study  
Funding Source: FTA 5303

## CONSULTANT CONTRACT

**Consultant:** Urban Crossroads

**Scope:** The project objective is to integrate local demographics and characteristics into a GIS format to give the greater Coachella Valley area cities and agencies more accurate and timely data. This project will move CVAG into an ArcSDE implementation, as the best method of presenting the data. Although the most concrete deliverables for this project is spatial data, there is also the need to establish relationships with data providers to facilitate maintenance and updates of the resulting database. Establishing and documenting these relationships is as critical to the success of this project as the specific products obtained.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$64,970</b>
	Urban Crossroads (prime)	\$49,230
	Nobel Systems, Inc. (subconsultant)	\$15,740

**Contract Period:** January 31, 2006 through June 30, 2006

**Work Element:** 06-035.CVGC1      \$64,970      Funding Source: FTA 5303

**Request for Proposal:** SCAG staff mailed postcards to 163 firms on SCAG's bidders list to notify them of the release of RFPP No. 06-038. The RFP was also posted on SCAG's bid management system. The following three proposals were received in response to the solicitation:

Psomas (4 suconsultants)	\$66,338
UCLA (1 subconsultant)	\$65,000
Urban Crossroads (1 subconsultant)	\$64,970

**Selection Process:** The Proposal Review Committee (PRC) evaluated the proposals in accordance with the criteria set forth in the RFP, and the selection process was conducted in a manner consistent with all applicable Federal and State contracting regulations. Interviews were held with all three offerors.

The PRC was comprised of the following individuals:

Kenneth Albrecht, IT Manager, CVAG  
Carol Clapper, Associate Regional Planner, CVAG  
Catherine McMillan, Government Services Director, CVAG  
Richard Mader, Lead GIS Analyst, SCAG  
William Mosby, Deputy District Director, Caltrans District 8

000029

**Basis for Selection**

Urban crossroads demonstrated the capability to perform the work in the most direct manner and with the least amount of superfluous tasks. They demonstrated the most familiarity with the ArcSDE implementation, a major component of the project. Familiarity with the Coachella Valley jurisdictions was also reflected in the proposal and during the interview. Urban Crossroads was viewed by the entire Proposal Review Committee as the most responsive to the requirements in the RFP. They were also the lowest bidder.

000030

## **CONSULTANT CONTRACT**

**Consultant:** Venasse Hangen Brustlin, Inc.

**Scope:** The Regional Travel Demand Model is one of the largest and most complicated models in the country. SCAG is required to continually upgrade its modeling tools to ensure that the Model remains state of the practice and keeps pace with providing analytical support for increasingly complicated transportation policy decisions.

SCAG is seeking expert assistance to manage the Region's model improvement program and model peer review process. FHWA modeling guidance strongly recommends a vigorous model peer review program. An effective peer review can diagnose deficiencies in an MPO's travel forecasting methods and can inoculate the MPO against frivolous legal challenges. The successful candidate must have an expert understanding of current modeling practice, must be familiar with planning regulations, and must understand the planning/modeling challenges faced by MPOs.

SCAG is currently wrapping-up a major update of the Regional Transportation Model. The update includes revisions to all of the various model components and updates to the model inputs. Expert review and advice is needed to insure the final model is state of the practice and meets SCAG's analytical needs. Specific work task will include review and suggest changes to SCAG's model methodology; review mode choice methodology and recommend mid and long term improvements; review and assist SCAG staff in the Year 2003 Model Validation; participate in SCAG's third Model Peer Review and assist in implementing panel recommendations; and assist to organize and participate in a peer review of SCAG's Truck Model.

<b>Contract Amount:</b>	<b>Total not to exceed</b>	<b>\$50,000</b>
	Venasse Hangen Brustlin, Inc. (prime)	\$39,460
	Mark Bradley (subconsultant)	\$ 1,690
	Truck Peer Review Panel Members*	\$ 8,850

\* SCAG will select three members with the technical expertise necessary to review the interim truck model once Cambridge Systematics, the consultant working on the Heavy-Duty Truck Model Improvement project, completes and delivers the interim truck model.

**Contract Period:** January 5, 2006 through June 30, 2006

**Work Element:** 06-070.SCGC3      \$50,000      Funding Source: TDA

**Request for Proposal:** Not Applicable – Sole-Source Contract

**Selection Process:** Not Applicable

**Basis for Selection:** Frank Spielberg, the Program Manager for Venasse Hangen Brustlin, Inc. (also known as “VHB/BMI-SG”) and member of the peer review panel organized by FHWA, is a well respected expert in the travel simulation modeling field. Mr. Spielberg has unique, extensive experience and familiarity with the travel simulation programs of many large Metropolitan Planning Organizations. Mr. Spielberg is very familiar with Planning Regulation in the Clean Air Act and the Safe, Accountable, Flexible, Efficient Transportation Equity ACT – A Legacy for Users (SAFETEA-LU). Mr. Spielberg’s team, including VHB/BMI-SG staff and subconsultant Mark Bradley also have extensive experience and knowledge in travel simulation modeling. Mr. Spielberg was the chair for FTA/FHWA and sponsored peer reviews for other large MPOs including Cincinnati, Denver, Baltimore, and New Jersey.

SCAG’s Travel Demand Model is one of the most complicated models in the country. It takes significant amount of time to learn SCAG’s model before one can contribute to SCAG’s model improvement project. Due to Mr. Spielberg’s participation on the current Peer Review Panel, he has extensive knowledge of SCAG’s travel demand model, and is uniquely qualified to manage the project, coordinate the peer review, and to implement the recommendations provided by the Peer Review Panel for the SCAG Travel Simulation Model. His extensive experience and that of his team will enhance the performance of the peer review process and help guarantee a successful project outcome. Mr. Spielberg’s experience and knowledge will enhance SCAG’s analytical capabilities and enhance the credibility of the Regional Model. Based on the above considerations, it is highly recommended that SCAG proceed with selection of VHB/BMI-SG, which is the firm that employs Mr. Spielberg, to perform the Expert Review on the Travel Demand Model Project.